

# CTTC MEMORANDUM

TO: California Travel and Tourism Commission  
Secretary of State  
Travel Industry Association  
Members of the Public Who Have Requested Notification  
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Friday, June 16, 2006

RE: PUBLIC NOTICE OF THE CTTC EXECUTIVE COMMITTEE

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A meeting of the CTTC Executive Committee is scheduled to take place on Wednesday, June 28, 2006 from 8:00 a.m. to 10:00 a.m.

The meeting details are as follows:

Meeting:.....	<u>CTTC Executive Committee</u>
Date:.....	Wednesday, June 28, 2006
Time:.....	8:00 a.m. – 10:00 a.m.
Meeting Location: .....	Omni Hotel – San Francisco 500 California Street San Francisco, CA 94104 Room: Wall Street West

The agenda is attached for your reference and can also be viewed at <http://www.visitcalifornia.com>.

Please R.S.V.P. (if you haven't already) to Matt Sabbatini at 916-319-5420 or [msabbatini@cttcl.com](mailto:msabbatini@cttcl.com), if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you

# CTTC Executive Committee Meeting

Wednesday, June 28, 2006

8:00 a.m. – 10:00 a.m.

Omni, San Francisco

Room: Wall Street West

415-273-3008

## AGENDA

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*Any and all items on this Agenda are subject to discussion and vote*

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- I. Call to Order/Approval of February 2, 2006, March 13, 2006, and June 1, 2006 Executive Committee Meeting Minutes/ Opening Remarks
- II. Executive Director Report
  - A. Proposed Mexico Trade and Tourism Mission
- III. Budget Update
  - A. Proposed FY06-07 Staffing/Operations Plan Update
  - B. 2006-07 Proposed \$18.25 and \$25 Million Budget Plan Update
- IV. Strategic Planning and Government Affairs Update
  - A. Consideration of Funding Options and Goals
    - Including Rental Car Pass Through Fees
  - B. Consideration of Program Legislative and Regulatory Changes
  - C. Federal Update
  - D. TIA Power of Travel Event/Discuss California's Participation
- V. Nominating Committee Report
  - A. Discuss/Approve Committee Recommendations
- VI. Financial Report
  - A. Review Financial Statements
  - B. Status of Matching Funds Contract with State
  - C. Audit Committee Update – Selection of New Audit Firm
- VII. Marketing Plan Update
  - A. 2006-07 Marketing Plan Update
  - B. New Web site Design Update
  - C. Media Relations Activities
  - D. Advertising Report
  - E. Travel Trade Report/UK Office RFP
- VIII. Assessment Update
- IX. Other Business
  - A. Cal Trans Road-side Rest Areas
  - B. Upcoming Commission Meeting Dates
  - C. CTTC Office Lease Review/Options
  - D. Marketing Director Search Update
  - E. Review of Upcoming Commission Agenda
  - F. California Welcome Center Regulations
- X. Public Comment
- XI. Adjournment